



## Properties list:

- end-user packaging
- single product
- new product
- confectionery and sweetness
- chocolate
- additional structural elements
- folding carton
- fabrics
- cardboard and paper
- contemporary
- identity by colour
- identity by textures and patterns

In order to create a signature packaging system for Target's private label premium chocolate line, Choxie, we developed a signature line look based on the proprietary "OX" in the existing logotype. The patterning underscores the playful brand look through colors and repeat pattern that was translated to Valentines Day and Winter Holiday signature boxes. Photography emphasizes the richness of the product and unique shape and color of the chocolates.

---

## Reference:

## Credits:

**Country:** United States of America

**User:** Target

**Producer:** Burgopak

Other images:

